

# After Victory



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## AFTER VICTORY---

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Hon. Philip Beall, President, Senate

Hon. Richard Simpson,  
Speaker, House of Representatives

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OME DAY, we hope soon, this greatest War of all times will end. **After Victory** will come a new day . . . the world will return to peace, civilization, and progress. And our young men and women, now in uniform, will return with an outlook enlarged and a new evaluation of opportunities. They will think straighter and with broadened vision . . . demanding more of themselves, their country, and their future.

For these men and women . . . grown greater in strength, harder to satisfy, eager to accomplish more in a new beginning . . . a new life will begin **after Victory**.

Some will return and take up civil life where they left off . . . many others will lay foundations entirely new.

Florida, the nation's last frontier, offers unusual opportunities, and a haven for healthful and pleasurable living. It is a great agricultural state with diversity of crops and products and year around advantages; and



yet, 10,000,000 acres of good soil await development. The state's climatic advantages, its untapped natural resources, and its geographical position as the open gateway to the great republics of South and Central America, indicate an extremely bright future for increased industrial expansion.

Already thousands of Americans have recognized the advantages of living and working in this blessed land of sunshine, flowers, oceans, lakes, rivers, forests and prairies; the latest Federal Census reveals that Florida is the fastest growing state in all the Union.

On the following pages is told the graphic and exciting story of magic Florida . . . its Agriculture, its Industry, its Sports and Recreation, and its many and varied points of interest. Turn these pages and acquaint yourself with America's fastest growing commonwealth . . . and **after Victory**, come and be with us . . . whether to live or just for a visit. You will find a hospitable and progressive people and proof that here is one of the greatest places in all the world in which to live, work, and play.



*Francis L. Holland*  
Governor of Florida.





## LAND OF OPPORTUNITY

Florida has no state bonded debt.

No state income tax.

No general sales tax.

No tax on homesteads up to the value of \$5,000.

No state tax on lands.

No poll tax.

New industries are exempt from taxes for fifteen years.

Florida has more sunshine in winter and less in summer than any other state.

The mean annual temperature ranges from 68.8 to 72.3.

The average rainfall is 52.4 inches.

The health giving properties of Florida's vitamin rich sunshine is world famous and is one of the richest natural resources to be found anywhere.





FFA Exhibit at State Market, Ocala



Right—Main shed of the  
Plant City State Market



State Market at Sanford

Right—Tobacco Auction at  
Live Oak State Market

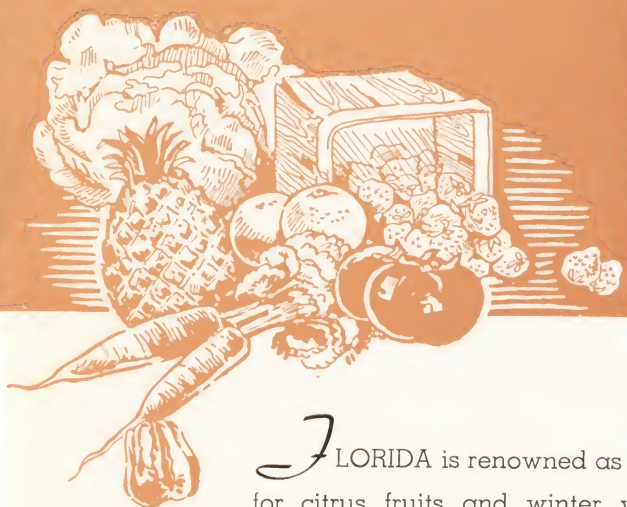


The great State Market  
at Pompano





# AGRICULTURE



Part of the celery crop in  
Seminole County

FLORIDA is renowned as an agricultural state, especially for citrus fruits and winter vegetables. In the production of grapefruit, celery and winter truck crops, Florida leads the nation. The value of Florida's farm and grove crops now approximates \$140,000,000 annually. Yet the potentials of Florida's agricultural wealth have hardly been touched. Only one-sixth of the state's 35,000,000 acres are under cultivation and vast areas still await the plow and the hand of the skilled farmer to make them yield their riches.

To the agriculturalist Florida offers a great and constant challenge. No other state can produce such a variety of field crops including tobacco, corn, rye, oats, peanuts, velvet

Luscious citrus fruit abounds in Florida





Florida means  
"citrus fruit"  
to most folks



Left—One of Florida's  
strawberry fields

Right—Thousands  
of acres produce  
tomatoes in Florida  
each year





Peanut picker in operation  
Central Florida

# AGRICULTURE

beans, cowpeas, soybeans, and sugar cane in addition to the citrus and winter truck production as well as numerous lesser but profitable fruit and nut crops including the recent large planting of tung nuts which are now producing quantities of tung oil essential to the paint and varnish industry.

Few other states have made greater progress than has Florida in modernizing their methods of crop production and marketing. This is exceptionally important in the light of probable post-war agricultural trends toward crop diversification, and the greatly increased use of agricultural crops in the manufacture of a wide range of non-food products such as plastics.

In post-war Florida the enterprising young farmer will find a golden opportunity for the fullest use of his abilities and energies in a climate ideally adapted to crop production and pleasant living . . . a year-round growing climate where mean annual temperatures average from 68.8 to 72.3 degrees and the abundant average annual rainfall of 52.4 inches are conducive of maximum yield of all types of crops.

Right—Many carloads of these  
delicious watermelons are  
shipped from Florida







Cotton is again becoming an important Florida crop



Florida is noted for fine tobacco



Left—Gladioli bulb growing is a major item in Florida

Florida furnishes an immense potato crop very early each spring







Millions of families will enjoy these cabbages

Florida raises thousands of acres of beans annually



Sugar cane in South Florida







Avocados growing  
in Florida



Many carloads of honey are  
shipped from Florida each year

Nuts from the Tung Tree,  
from which precious  
Tung oil is pressed





Poultry  
farms,  
large and  
small, are  
being  
developed  
all over  
Florida

Right—Fine beef stock has  
replaced the longhorn on  
Florida's ranges



Below—One of the many dairy herds  
to be found in Florida



The days of the  
"razorback"  
are over





A corner of the  
celebrated sponge  
market at  
Tarpon Springs

"Shucking out"  
Florida Oysters



# INDUST

A few of the hundreds of  
fishing craft operating from  
Florida's harbors



Pine forests  
cover much of Florida  
and lumbering is a  
principal industry

*D*URING the decade immediately prior to this war Florida had begun to gain stature as an industrial state. Increasing numbers of manufacturing concerns have established plants in different parts of the state to take advantage of raw material resources, particularly wood products, naval stores, sugar and tobacco. Raw materials imported from our Latin-American neighbors will undoubtedly stimulate new manufacturing enterprizes here—logically and conveniently located between the two Americas.

It had long been known that Florida could supply materials for the manufacture of glassware, china, insulating materials,



One of Florida's many  
plants producing rosin  
and turpentine

RY





One of Florida's great  
lumber mills



Left—One of our several  
large paper mills

Below—Crate making  
is an important industry





Mining phosphate in  
Polk County, Florida



# INDUSTRY

fertilizers, cotton goods, tile, filters, paper, roofing, portland and limerock cement, furniture, buttons, leather goods, awnings, tents and many other products.

However, Florida's industry, like its agriculture, is barely beyond the pioneer stage. Wartime industrial demands have turned the eyes of many established industrial concerns and investor groups toward Florida because the vast raw material resources, its 8,000 miles of paved roads, 7,500 miles of railroad trackage and numerous good ports hold not only great promise for profitable domestic operations but also for the development of South American trade.

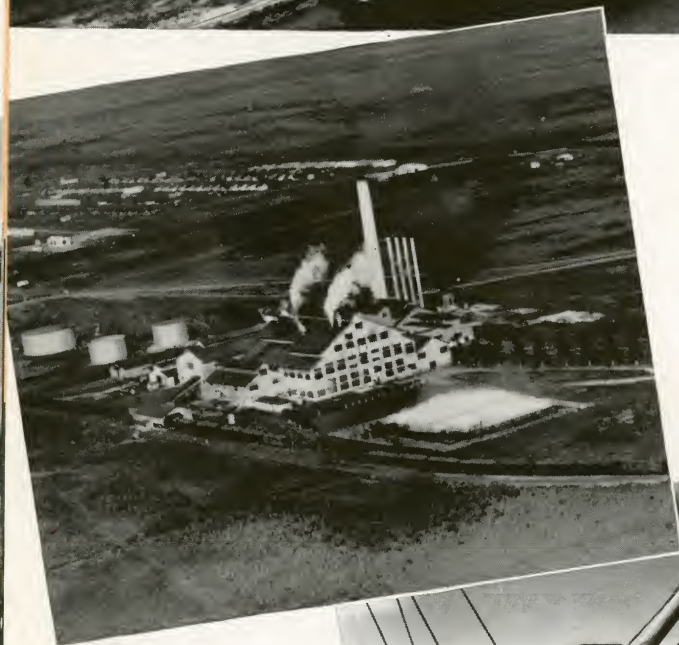
In consequence, Florida's present annual output of \$300,000,-000 worth of manufactured goods will multiply many times over when peace comes . . . creating employment for thousands of new families as known industrial opportunities are exploited and as war-born discoveries are adapted to peace-time uses.



Modern Tung oil crushing  
and expelling plant



Florida is the source of great  
shipments of cement



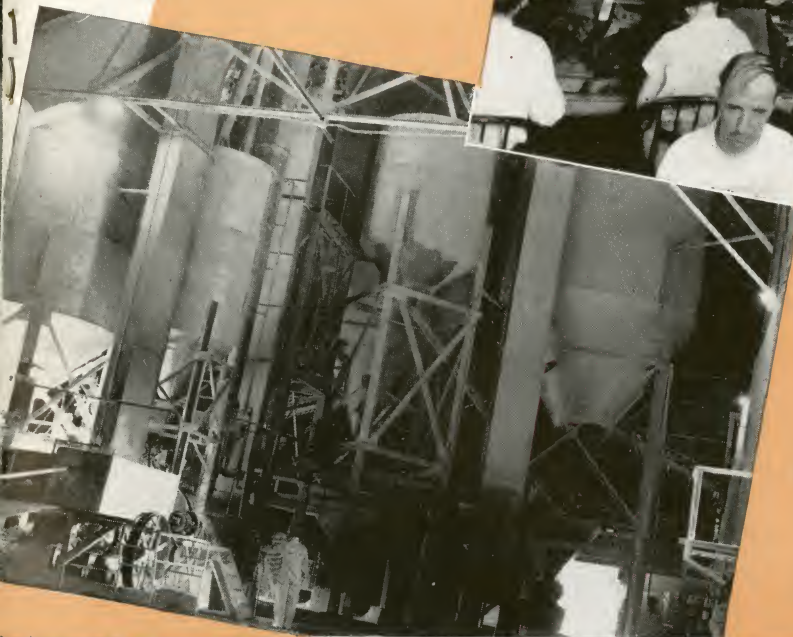
Left—Great sugar mill at  
Clewiston, Florida

Loading fertilizer at one  
of our large plants





Cigar making is an  
outstanding industry  
in Florida



Left—Great lime kilns like  
this one operate in Florida

Below—Ship Building for  
Uncle Sam'in Florida







A PT boat designed and  
built in Florida



Above—One of Florida's great Naval Stores  
plants—Extracting oil from pine stumps



Mining Fuller's Earth  
in Florida



Left—One of our many  
canning plants



Modern trains to and  
through Florida



Shipping is a tremendous  
item of Florida activity



Air transportation over  
land and sea



Motor bus service is  
most comprehensive

Florida's  
beaches offer  
year-round  
sport and  
healthful  
recreation



Wild ducks and geese  
provide the hunter with  
real sport in Florida



A championship game  
on one of Florida's many  
fine golf courses



# SPORTS AND RECREATION

TO THE visitor, Florida's limitless opportunities for pleasure seem so idyllic as to be almost unreal. The resident of Florida, however, accepts them as gifts of nature to be enjoyed daily for the sake of long life and happy living.

In only a few other places on earth has the art of relaxation been so carefully nurtured or the facilities for pleasure so thoroughly developed.

Florida's beaches, laved by varicolored waters, are the finest in the world . . . its coastal waters and thousands upon thousands of unspoiled lakes teem with game fish . . . the vast woodlands are filled with wild-life including deer and the lordly wild turkey.

Life in Florida need never be dull for here the lover of any sport or amusement, whether it be the rugged wilderness variety or the more sophisticated resort pleasures, will find complete and constant satisfaction.

Miami's renowned  
"Orange Bowl"  
game





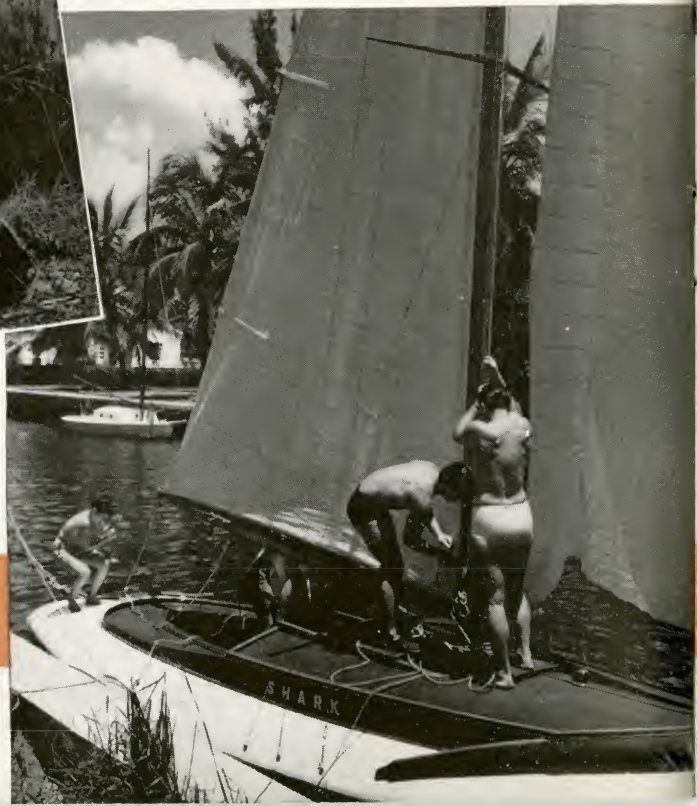
Shuffleboard is a major sport  
in Florida



Florida has deer in  
abundance to try the  
hunter's skill



Ready for a sail—Florida  
has many rivers, lakes,  
bays and ocean stretches





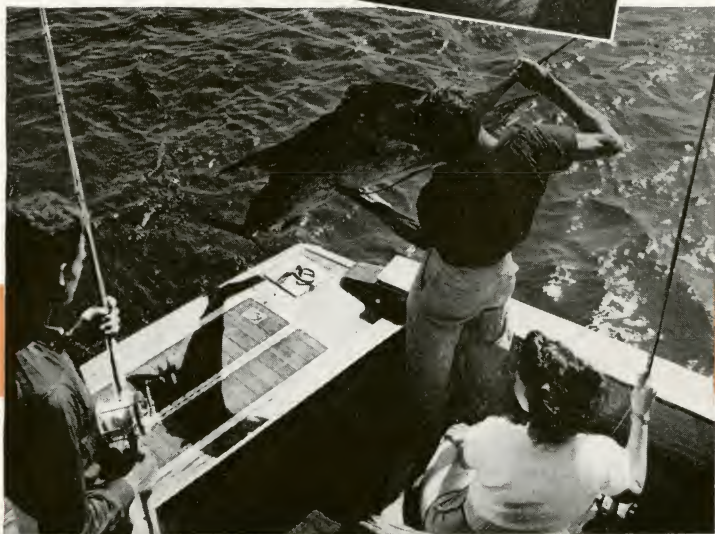
Surfboard riding on Florida's many waters is a most exciting sport



Below—Florida, where big bass bite



Plenty of birds in Florida fields and forests



Landing a sail fish in the Gulf Stream





"The Sport  
of Kings"  
in Florida



Big league  
baseball exhibition  
games in Florida



Plenty of community  
entertainment in Florida  
towns and cities

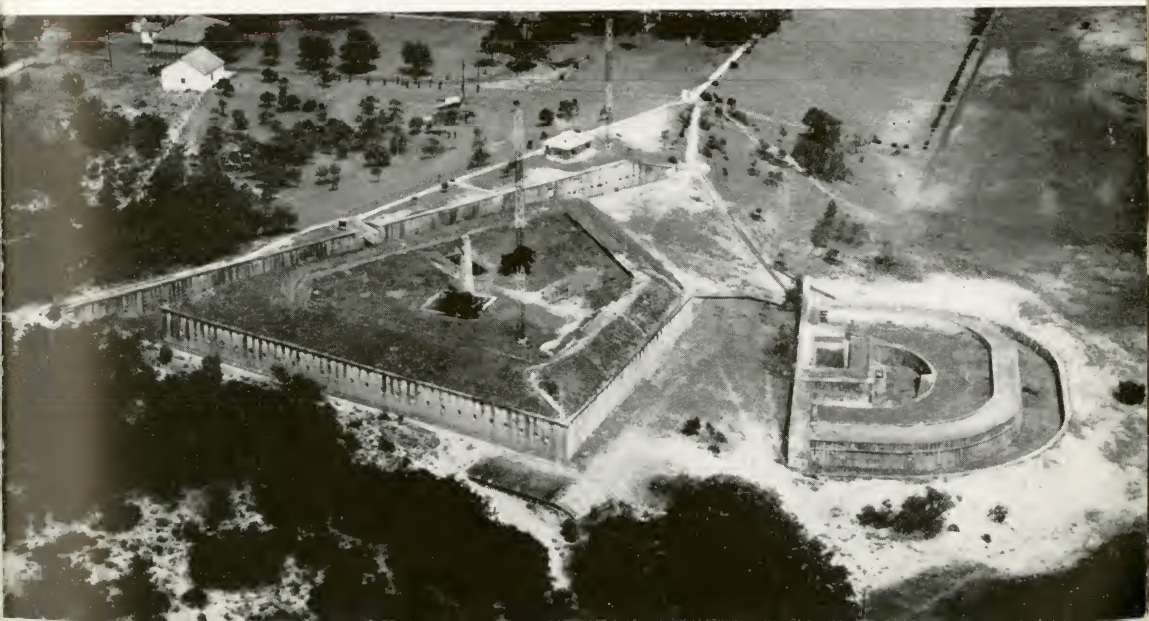


# POINTS OF INTEREST

*F*LORIDA has so many worthwhile points of interest that it is safe to say that few Florida visitors ever see all of them. To know and enjoy them fully one must see all parts of the state—from the verdant hills of the north to the palm covered semi-tropical plains of the south.

In addition to the brilliant resorts and an amazing array of casual natural wonders, Florida offers four magnificent national monuments, Fort Jefferson, Fort Marion, Fort Matanzas and Santa Rosa Island; the Apalachicola, Osceola and Ocala National Forests; four state monuments, eleven state parks, eight renowned and beautifully landscaped gardens, each different and each worth seeing; and perhaps the largest number of famous springs within the border of any state—Silver Springs at Ocala; Rainbow Springs, Dunnellon; Wakulla Springs, Tallahassee; Weekiwachee Springs, Brooksville; Green Cove Springs; DeLeon Springs, DeLand; Sulphur Springs, Tampa, and Salt and Juniper Springs in Marion County.

Old Forts Barrancas and San Carlos at Pensacola





On the ramparts of old  
Fort Clinch, Fernandina

Right—In Hillsborough  
River State Park



# STATE PARKS



Scene in Highlands Hammock  
State Park

Right—Marianna Caverns







Below—A scene in beautiful  
Azalea Ravine Gardens  
at Palatka



The State Capitol at  
Tallahassee



Below—World-renowned Wakulla  
Springs, near Tallahassee



A bastion of old Fort San Marcos  
at St. Augustine







Carnegie Library at Stetson University  
DeLand

Below—Hindu Shrine at Florida  
Southern College, Lakeland



University of Miami

Administration Building  
Florida State College for Women  
Tallahassee







One of the buildings at Florida  
A. & M. school for Negroes at  
Tallahassee



On the Florida State University Campus  
Gainesville



Left—Tampa University

Memorial Chapel  
at Rollins College  
Winter Park







A glimpse of beauty and charm  
in Oriental Gardens, Jacksonville

Part of world-famous Overseas  
highway, stretching from the  
Mainland to Key West



Soldiers crowning their beauty  
queen at beautiful Cypress  
Gardens, near Winter Haven



Mountain Lake Singing Tower  
near Lake Wales







St. Augustine  
Alligator and  
Ostrich Farm

A Seminole Indian Village  
in South Florida



World Renowned Silver Springs  
near Ocala

Right—Royal Palm Avenue in  
McKee Jungle Gardens





Right—Rainbow Springs, near Dunnellon



Above—Sanlando Springs, near Orlando

Right—In Dupree Gardens, near Tampa



Above—Oldest House in U. S.  
St. Augustine

Right—Ringling Art Museum  
Sarasota





There is much  
to see in  
All-Florida!



Rev. William Anglen  
1112 S. Washington St.  
Sarasota, Fla.



*Look Inside - at the*  
**PICTORIAL MAP of All-Florida**





# SCENIC and PICTURESQUE Florida

**F**OLLOW the sunshine state's network of modern highways to every traditional and enchanted point of interest in this historic and scenic peninsula.

Yield to the lure of the playground of America, fascinating resort of pleasant winters and delightful summers. Visit its many and different beaches stretching over the longest coast line of any other state. Enjoy a sports program almost without parallel for variety. Drop your line into some of the world's greatest fishing waters.

Drive comfortably over wide, safe roads to Florida's state parks, game preserves, federal forests, natural wonders, mammoth springs, and gardens filled with rare, exotic flowers and tropical growth.

Leisurely travel the shaded, pleasant byways offering peace and rest and in imagination re-create the romantic days of the first conquistadors.

He who comes once comes again with his friends and Florida's visitors multiply from year to year.



